

The logo for AAAPC, consisting of the letters 'AAAPC' in a bold, orange, sans-serif font. A thin blue horizontal line is positioned below the letters, and a thin blue vertical line is positioned to the right of the letters, intersecting the horizontal line.

Australasian Association for  
Academic Primary Care Inc.

A background image of a young woman with long dark hair, wearing a white top and a black headset with a microphone. She is smiling and looking down at a laptop screen. The image has a warm, golden-brown color cast. The text is overlaid on this image.

Australasian Association for Academic Primary Care

**Annual  
Research  
Conference**

**2021**

**ONLINE**

**12TH – 13TH AUGUST 2021**

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**SPONSORSHIP OPPORTUNITY**



#AAAPC21  
@AAAPC\_ANZ

Australasian Association  
for Academic Primary Care

**Annual  
Research  
Conference**

2021

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## **SPONSORSHIP OPPORTUNITY**

The Australasian Association for Academic Primary Care (AAAPC) will hold its Annual Research Conference (ARC 2021) online from 12th to 13th August 2021.

The Conference will be an important opportunity for:

- Showcasing Australasia's leading primary care research
- Nurturing research excellence
- Promoting multidisciplinary research networks and collaborations
- Supporting the translation of evidence into policy and practice
- Strengthening the impact of primary care research

AAAPC has designed a selection of tiered sponsorship packages that give organisations the opportunity to support ARC 2021 at a variety of financial levels. This is an ideal opportunity for your organisation to increase recognition and visibility within the primary care research community and wider primary care context. We would welcome your commitment to supporting primary care research in Australasia.

We are able to provide opportunities for sponsoring plenary speakers, prizes for outstanding research presentations, and social events.

The Conference is expecting over 200 delegates to join us online from across Australia and New Zealand. Delegates will include academics, scientists, clinicians, and trainees, as well as policy advisers, people from primary care networks and other primary care stakeholders.

## **ABOUT AAAPC**

### **VISION**

A multidisciplinary primary care oriented health care system underpinned by evidence and education. Fostering academic primary care to ensure a high-quality health care system which is founded on patient-centred, primary care principles and developed through evidence and education.

### **MISSION**

To be Australia and New Zealand's leading advocate for high quality primary care research, education, policy and practice.

### **MEMBERS**

We are a proudly multidisciplinary Trans-Tasman organisation. Our members are from Australia and New Zealand. All share a passion for primary care and include:

- Professionals from any primary care discipline who have an interest in research and/or education
- Primary care academics working at universities or with training providers
- Higher degree research students and/or postgraduate trainees of primary care disciplines
- Organisations with an interest in strengthening the capacity, capability and influence of primary care in the health systems of Australia and New Zealand. These include universities, regional health authorities, primary care training providers and professional colleges

## SPONSORSHIP PACKAGES

We would also welcome a discussion about alternative sponsorship options that would better align with your organisation's needs.

### KEYNOTE SPONSOR - 2 OPPORTUNITIES

**Fee: \$2,000 per sponsor**

This will support two distinguished keynote speakers as selected by the Conference Committee who will present during the opening plenary session.

**Benefits:**

- Verbal recognition of the sponsorship during the opening plenary session. Visibility and logo will be prominent in the online format.
- Opportunity to introduce the keynote speakers
- Logo displayed on the PowerPoint at the keynote prior to the speaker slides
- Logo and link on AAAPC website
- Logo in the online program
- One complimentary ticket to the 2-day conference.

## **SOCIAL NETWORK AND ENGAGEMENT SPONSOR - 2 OPPORTUNITIES**

### **Fee: \$2,000 per sponsor**

AAAPC has a long standing tradition of an annual dinner. With an online event, two social events are planned which will include trivia or other entertainment to support delegate networking in a friendly and welcoming environment.

### **Benefits:**

- Verbal recognition of the sponsorship during the event.
- Logo displayed on the PowerPoint during the event. Visibility and logo will be prominent in the online format.
- Opportunity to speak for 5-10 minutes during the event
- Logo and link on AAAPC website
- Logo in the online program

## RESEARCH AWARD FOR OUTSTANDING PRESENTATION – 5 OPPORTUNITIES

### Fee: \$2,000 per sponsor

AAAPC encourages and supports excellence in primary care research. This sponsorship opportunity allows your organisation to be associated with this excellence.

In the past, the awards have been given for best first time presenter, most outstanding presentation and best poster award. The Conference Committee is able to work with your organisation to develop an award that meets your organisational aims.

### Benefits:

- Naming rights of the Research Award (note that the Conference Committee will need to endorse the name)
- Input into the conditions for the Research Award (note that the Conference Committee will need to endorse the award category)
- Verbal recognition of the sponsorship during the closing ceremony
- Opportunity to introduce the winner during the closing ceremony
- Logo displayed on the PowerPoint at the keynote prior to the award presentation. Visibility and logo will be prominent with the online format.
- Logo in the online program
- Logo and link on AAAPC website

## **VIRTUAL BOOTH - MULTIPLE OPPORTUNITIES**

### **Fee: \$1000 per booth**

AAAPC encourages and supports capacity building in primary care research, education, policy and practice. This sponsorship opportunity allows your organisation to share your primary care resources and link in with our multidisciplinary network.

### **Benefits:**

- Virtual booth available on the app for the duration of the event.
- Ability to chat and hold video calls with Conference delegates.
- Visibility and logo will be prominent in the online format.
- Logo and link on AAAPC website
- Logo in the online program
- One complimentary ticket to the 2-day conference.

## CONTACT DETAILS

Thank you for taking the time to view our sponsorship package. AAAPC is committed to working with all sponsors to ensure an optimal outcome for all parties. We would also welcome a discussion about alternative sponsorship options that would better align with your organisation's needs.

Please contact us if you want to know how you and your organisation can become involved with Australasian Association for Academic Primary Care's Annual Research Conference 2021.

**Associate Professor Lauren Ball**  
**Conference Committee Chair**

Please email [l.ball@griffith.edu.au](mailto:l.ball@griffith.edu.au) or call +61413031470.

Note - All sponsorship packages will be reviewed by the AAAPC Executive Committee for their endorsement. The Executive's decision whether to accept a sponsorship offer will be final. We will not consider sponsorship offers from pharmaceutical or industry representatives.

AAAPC

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<https://aaapc.org.au/ARC>